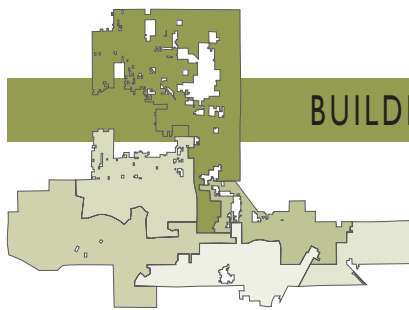


Award Winning

Las Vegas

# GROWTH WATCH



BUILDING LAS VEGAS INTO A WORLD-CLASS CITY

PLANNING &  
DEVELOPMENT  
DEPARTMENT  
  
Development  
Services Center  
731 S. Fourth Street  
Las Vegas, NV 89101  
702-229-6301

## City Pursues Land for Future Growth



The city of Las Vegas hopes to add nearly 8,000 acres of land in the north-west over the next few years.

master planning process is underway to explore open space opportunities in the north-west (see related article on next page).

The first step is for the city to annex the land and begin working on a plan for disposal under the provisions of the Southern Nevada Public Lands Management Act (SNPLMA).

City staff is working on the process for release of the land in the next few years.

The land lies outside of existing geographic boundaries of the Bureau of Land Management area of the SNPLMA. The land also relates to the Air Quality State Improvement Plan and the Clark County Multi-Species Habitat Conservation Plan (MSHCP). Before any development may take place, these existing plans must reflect provisions for the land. The national Environmental Protection Agency must approve any needed changes to the air quality plan. Also, the permit with the U.S. Fish and

(CONTINUED ON PAGE 4)

Continued growth in the city of Las Vegas looks promising with the potential annexation of nearly 8,000 acres of land. The area was part of the Clark County Preservation of Public Lands and Natural Resources Act sponsored by Senators Reid and Ensign and Congressman Gibbons.

The land offers a number of potential growth options. More than 2,800 acres will be set aside for a county shooting park. The remaining land provides for the city's future growth and development, including open space. The city intends for any development in the area to be through a planned-community approach. The

### Spring 2003

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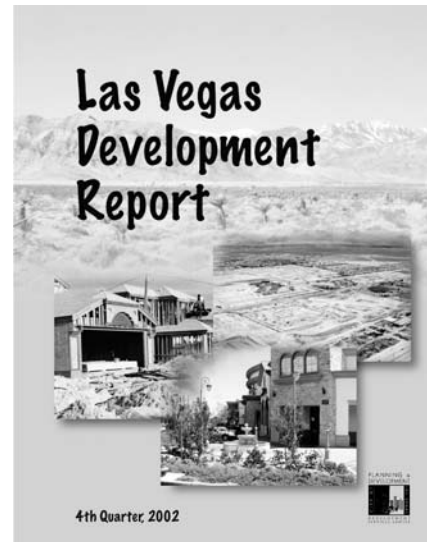
## A QUARTERLY LOOK AT DEVELOPMENT IN LAS VEGAS

**P**lanning and Development Department staff recently compiled information related to development in the city into one convenient report. The Las Vegas Development Report provides charts and maps related to land sales, planned

projects, permitted projects and completed projects.

Frequent users of the data may purchase the report, which will be produced quarterly, for \$5 on CD or for \$20 per printed copy. The report expands upon and more clearly depicts the information contained in each issue of this newsletter.

To purchase a copy, visit the Development Services Center, 731 South 4th Street. For more information, please call Senior Statistical Analyst Tom Perrigo at (702) 229-2073.



*The Las Vegas Development Report may be purchased in print or on CD at the Development Services Center.*

### **SMARTER GROWTH**

## OPEN SPACE MASTER PLANNING BEGINS FOR CENTENNIAL HILLS

**T**he process of creating a long-range plan for open space in Centennial Hills gained momentum in the past quarter.

A number of firms responded to the city's request for proposals to work on the project, and city officials soon will select a consultant to coordinate



*The master-planning project will identify open space opportunities such as wilderness areas.*

the project and prepare the final plan document.

The effort includes a community advisory committee. Representatives from several homeowners associations

and various interest groups will provide input and feedback throughout the planning process.

Open space opportunities may include a regional park, an equestrian park, and wilderness areas in addition to the preservation and protection of the Floyd Lamb State Park. The project will focus on identifying other opportunities as well.

The project scope spans several months, with a draft plan targeted for the fall of 2004. For additional information or to take part in the project, please call the Comprehensive Planning Division at (702) 229-6022.

### **PLANNER'S PERSPECTIVE**

## REVIEWING POSITIVE INDICATORS

**R**ecent headlines tend to cast gloom and doom for area construction, but reviewing recent reports tells a different story: Development is alive and well in the city of Las Vegas.

Tentative and final maps recorded and building permits issued (shown on pages 5 and 6 in the center insert) are indicators of future residential and commercial development activity within the city. The number of lots/units contained within the tentative and final maps filed with the city's Planning

and Development Department was up significantly for the first quarter of 2003. The number of proposed lots/units for tentative maps, 2,328, is the highest amount since the first quarter of 1998. The number of proposed final map lots/units at 2,378 and the number of total proposed lots/units (final and tentative maps combined) at 4,706 are the highest amount for each since the second quarter of 1996.

Building permit activity was up substantially as well. The 1,468 single family units permitted during the first quarter of 2003 were the most since the same quarter of 1999. New commercial development with 52 units permitted had its highest number since the first quarter of 2001. Multifamily units permitted had its greatest number, 1,531, since the third quarter in 1995, the last time the combined



*Permits for single-family homes during the first quarter of this year were the most since the first quarter of 1999.*

total number of residential and commercial units permitted eclipsed the 3,000 mark.

Of course, world events could cause a decline in coming months. For now, though, Las Vegas continues to be a strong builder's market.

For more information concerning the quarterly statistics, please call Statistical Analyst Richard Wassmuth at (702) 229-2080.

# REPORT REVEALS CHANGING POPULATION CHARACTERISTICS

The Population Element to the city's master plan recaps some notable changes in the local residents. The Planning and Development Department statistical analysts prepared the report based on recent census information and city projections.

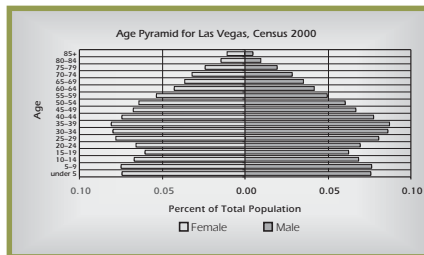
## Local Growth Summary

Between 1990 and 2000, Las Vegas went from being the 63rd largest city in the United States to being the 32nd largest city. This jump means that the area surpassed the rankings of such cities as Atlanta, Minneapolis, Cleveland, and St. Louis. The numeric population change was fourth highest in the nation, following New York, Phoenix and Houston. The percentage of increase was the 10th highest among cities over 100,000 in population.

A strong increase in what may be termed stability took place with those who live here. Nearly 87 percent of the people living here in 1995 still resided here in 2000. Approximately 68 percent of the population has lived in the same county since 1995.

## Changing Demographics

While there has been strong retention of our residents, newcomers change the dynamics of our population. More than 80 percent of our population increase is due to migration from outside Clark County. Job availability continues to attract work-



The Population Element contains statistical graphs and tables to illustrate where growth has occurred and how it has influenced specific areas of concern.

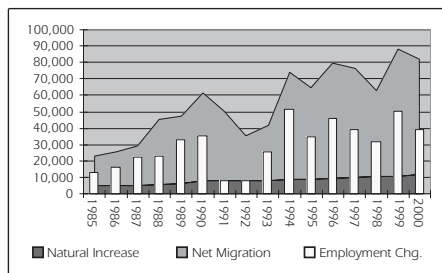
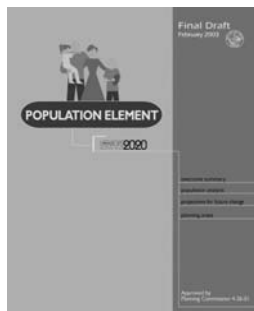
ers, and the climate attracts many people, especially retirees.

Education levels increased. The number of residents with high school diplomas increased by 91 percent, while the number of residents with college degrees increased by 150 percent during the past decade.

Job growth continues to attract new residents, and overall employment increased by nearly 64 percent between 1990 and 2000. While the service industry remained the largest group of employed people in the city, other areas made considerable gains. Transportation, Finance/Insurance/Real Estate and Health/Social/Education all approximately doubled in numbers of employees.

The number of householders who own their home increased by 108 percent between 1990 and 2000. While 50 percent of the local population owned their home in 1990, nearly 60 percent claimed home ownership in 2000. Home ownership increased at the greatest rate for people 65 years of age and older, reflecting the continued influx of retirees to the area.

Age and race distribution also appears in the population element. While all age categories gained population, the large shifts were among school-age children (ages 5-17 years) and senior citizens (65 and older). These two categories more than doubled in population during the decade.



Topics such as employment change, education, age and race distribution are covered in the plan.

The minority population went from comprising 24 percent of Las Vegas' population in 1990 to making up 42 percent of the total in 2000. Hispanics and Asians lead the increases with 254 percent and 215 percent respectively.

## Supporting Continued Growth

The document responds to the state statute requiring an estimate of people that the natural resources can support on a continuing basis. The report includes various population projections through 2020. Depending upon the method used, projections of the city's population count in 20 years could be between 670,000 and 800,000. The natural resource issues that could potentially affect continued local development include water supply, air quality and disposal of solid waste. Efforts by the city and other regional entities provide confidence in support of the population at build out.

For more information, contact Tom Perrigo, (702) 229-2073.

## Las Vegas GROWTH WATCH

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For additional copies of Growth Watch visit us at:  
[www.ci.las-vegas.nv.us/comprehensive\\_planning.htm](http://www.ci.las-vegas.nv.us/comprehensive_planning.htm)



# Future Growth

CONTINUED FROM PAGE 1

Wildlife Service must address the MSHCP in regards to the new area.

The process for these issues is under review, and the updates may take several years. Staff must also consider provisions for the land's infrastructure, such as roads, water, sewer, power, and flood control.

The development community and allies of open space have expressed

strong interest regarding the use of the additional acreage. Deputy Planning Director Chris Knight, who is overseeing the project, noted, "This is an excellent long-range growth opportunity for the city of Las Vegas."

For further information, please contact the Comprehensive Planning Division at 229-6022.



The desert tortoise is provided for in the Multi-Species Habitat Plan, a document considered in all future land use.

## NEWS BRIEFS

### CITY'S FIRST HISTORIC DISTRICT FORMED

Part of the John S. Park neighborhood became the city's first historic district with a unanimous decision by the City Council in March.

The residential area comprising the district is southeast of Charleston and Las Vegas Boulevard South, bounded

by Park Paseo, Franklin Avenue, Ninth Street and Fifth Place.

The John S. Park Neighborhood Association sought the designation beginning in the latter part of 2000. A subsequent neighborhood plan out-

lined the historic district designation as future action for the area.

for major changes that require other city approval, homeowners will not need permission to paint their homes, put up flagpoles, or make numerous other changes to their properties.

The neighborhood also submitted a request to the National Register of Historic Places for its designation. The register currently recognizes the Las Vegas High School District, although that district is not part of the city's charter.



lined the historic district designation as future action for the area.

The formal designation came about after a lengthy debate. Proponents want to preserve the community's historic character and hope the change will spur additional renewal in the area. Opponents fear the designation hinders the opportunity to make changes to their homes. While the designation does add a review by the Historic Preservation Commission



The types of architecture found in the John S. Park neighborhood provided one qualification for historic district designation.



The newly formed historic district, shown in the shaded area, includes 160 homes.

For information about the historic district process, please call Current Planning Manager Margo Wheeler, (702) 229-6301.

## PLANNING ATLAS UPDATED

The Planning and Development Department has revised the Planning Atlas, a 40-page reference of the most commonly requested maps.

The atlas is available on CD for \$35 at the department's front counter in the Development Services Center, 731 South 4th Street.

The collection of maps provides a quick and easy resource for frequent users of maps showing city zoning, Town Center land use, downtown

redevelopment, the medical district land use and other common planning references. It also serves as a catalog for selecting larger maps for purchase. Atlas updates are limited to twice per year, so the product does not serve as a substitute for traditional requests of current maps.

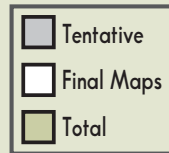
For more information, please contact GIS Analysts Dawn Okerlund, (702) 229-6196, or Jorge Morteo, (702) 229-6048.



The Town Center land use map is one example of the collection found in the map atlas.

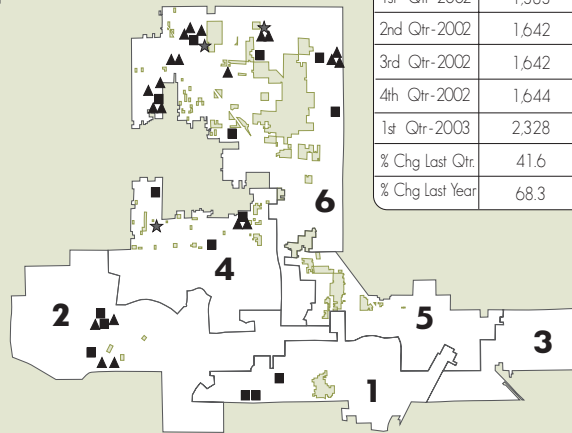


# 1st Quarter Figures

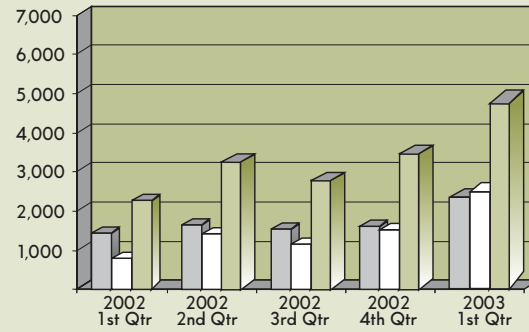


## APPROVED FINAL SUBDIVISION MAPS BY WARDS

- - 50 lots or less
- ▲ - 51 lots to 150 lots
- ★ - 151 lots to 400 lots



## Approved Subdivision Lots



## Approved Subdivision Lots

	Tentative Maps	Final Maps	Total
1st Qtr-2002	1,383	657	2,040
2nd Qtr-2002	1,642	1,408	3,050
3rd Qtr-2002	1,642	1,092	2,716
4th Qtr-2002	1,644	1,585	3,229
1st Qtr-2003	2,328	2,378	4,706
% Chg Last Qtr	41.6	50.0	45.7
% Chg Last Year	68.3	261.9	130.7

## Leading Economic Indicators For Clark County

"January 2003 looks great in comparison with January 2002. But appearances may be somewhat deceiving. The Super Bowl (played in February 2002) and strong marketing for the 2003 New Year enabled southern Nevada to post a strong month. A single month, however, is not a trend. All in all, political and military uncertainties cloud the outlook over the next few months."

Leading Economic Indicators Source: UNLV Center for Business and Economic Research

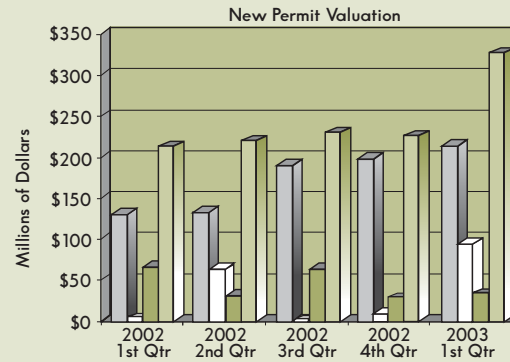
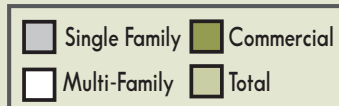
\* The index is a six month forecast (July 2003) from the month of the data (January 2003) and four months from the month of the series (March 2003).

\*\* The contribution to the Index is a net-weighted average of each series after adjustment for seasonal variation.

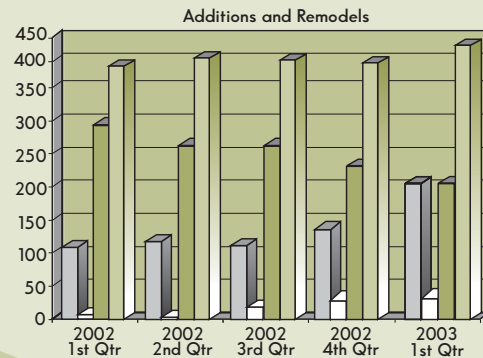
## Leading Economic Indicators

CLARK COUNTY SERIES	DATE	UNITS	LATEST PERIOD	CHANGE PREVIOUS PERIOD	CHANGE YEAR AGO	CONTRIBUTION TO INDEX**
<b>RESIDENTIAL BUILDING</b>						
Units Permitted	Jan-03	# Permitted	2,367	-8.72%	9.13%	0.003%
Valuation	Jan-03	Dollars	\$258,970,186	-12.18%	19.98%	0.015%
<b>COMMERCIAL BUILDING</b>						
Permits	Jan-03	# Permitted	69	-14.81%	-25.81%	0.018%
Valuation	Jan-03	Dollars	\$53,351,394	44.54%	-34.81%	-0.019%
<b>TAXABLE SALES</b>	Jan-03	Dollars	\$1,898,031,084	-19.36%	8.02%	0.128%
<b>McCARRAN AIRPORT</b>	Jan-03	Passengers	2,813,320	3.74%	11.80%	0.245%
<b>GALLONS OF GASOLINE</b>	Jan-03	Thousands of Gallons	55,649,343	-3.00%	5.37%	0.016%
<b>GROSS GAMING</b>						
Revenue	Jan-03	Dollars	\$703,256,716	9.47%	9.48%	-0.188%
<b>CONVENTIONS</b>						
Visitors	Jan-03	People	2,913,249	10.55%	9.05%	0.255%
Attendance	Jan-03	People	894,267	712.89%	76.32%	0.018%
<b>OVERALL CHANGE *</b>	Mar-03		128.79	0.49%	1.75%	0.49%

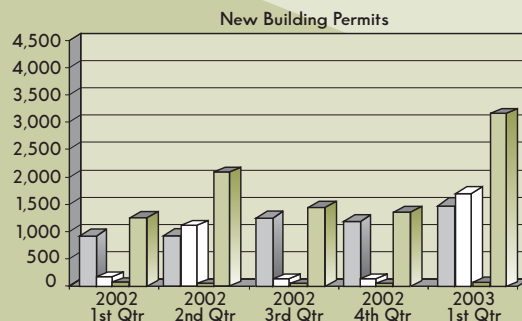
# 1st Quarter Figures



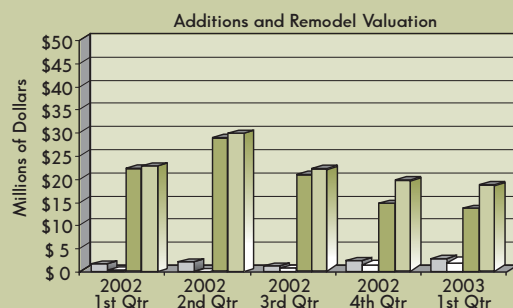
New Permit Valuation				
	Single Family	Multi-Family	Commercial	Total
1st Qtr - 2002	\$132,583,469	\$9,278,685	\$65,654,458	\$207,516,612
2nd Qtr - 2002	\$136,173,044	\$59,694,156	\$24,451,505	\$220,318,705
3rd Qtr - 2002	\$180,493,027	\$2,778,714	\$62,223,286	\$245,495,027
4th Qtr - 2002	\$190,524,624	\$7,811,524	\$29,172,987	\$227,509,135
1st Qtr - 2003	\$213,177,952	\$77,323,182	\$34,688,164	\$325,189,298
% Chg Last Qtr.	11.9	889.9	18.9	42.9
% Chg Last Year	60.8	733.3	-47.2	56.7



Additions and Remodels				
	Single Family	Multi-Family	Commercial	Total
1st Qtr - 2002	100	9	278	387
2nd Qtr - 2002	133	2	259	394
3rd Qtr - 2002	114	18	260	392
4th Qtr - 2002	128	24	218	370
1st Qtr - 2003	195	32	195	422
% Chg Last Qtr.	52.3	33.3	-10.6	14.1
% Chg Last Year	95.0	255.6	-29.9	9.0



New Building Permits				
	Single Family	Multi-Family	Commercial	Total
1st Qtr - 2002	935	140	47	1,122
2nd Qtr - 2002	952	1,117	40	2,109
3rd Qtr - 2002	1,371	86	42	1,499
4th Qtr - 2002	1,196	85	42	1,323
1st Qtr - 2003	1,468	1,531	52	3,051
% Chg Last Qtr.	22.7	1701.2	23.8	130.6
% Chg Last Year	57.0	993.6	10.6	171.9



Additions and Remodel Valuation				
	Single Family	Multi-Family	Commercial	Total
1st Qtr - 2002	\$1,585,789	\$36,000	\$22,063,323	\$23,685,112
2nd Qtr - 2002	\$1,904,380	\$7,000	\$28,716,672	\$30,628,052
3rd Qtr - 2002	\$1,453,320	\$461,592	\$19,309,533	\$21,224,445
4th Qtr - 2002	\$2,042,803	\$615,456	\$14,390,828	\$17,049,087
1st Qtr - 2003	\$3,216,402	\$676,956	\$12,405,213	\$16,298,571
% Chg Last Qtr.	57.5	10.0	-13.8	-4.4
% Chg Last Year	102.8	1780.4	-43.8	-31.2

Source: City of Las Vegas (including subdivision information)

# CENSUS COMPLETED OF U.S. BUSINESSES

By Jeff Hardcastle

The Census Bureau recently completed the Economic Census. This census of American businesses dates back to 1810, when information was gathered about economic activity as well as the population during the census efforts.

These days, the Economic Census is conducted separately from the population census and occurs every five years, when the year ends in a 2 or a 7. The Economic Census is one of several ongoing products that the Census Bureau produces. The 2002 Economic Census will be available in 2004. Like the population census, it tells us much more about ourselves than just a total count in a given area.

Typical data from the Economic Census includes number of establishments, number of employees, and payroll. There is additional information available depending on the industry that is being reported. For instance, sale per square foot for selected businesses is one of the reported items. In 1997, Nevada's supermarkets reported sales of \$499 per square foot compared to Utah's supermarkets reporting \$447 in sales. In the manufacturing area, Clark and Nye counties shipped goods valued at more than \$3.16 billion and Washoe County shipped goods valued at more than \$1.93 billion. Regarding wholesale trade, establishments in Clark County had sales of more than \$6.36 billion and Washoe County establishments had more than \$5.66 billion in sales.

There are a number of uses for this kind of data. Sales per square foot data can give some idea of expected sales for preparing a business plan or for looking at whether or not a market is saturated. Looking at the Economic Census results for counties can help people understand the

Nevada State Demographer Jeff Hardcastle has served in his role since January 2000. He obtained a bachelor's degree in Human Services/Sociology at Mesa College in Grand Junction, Colorado in 1976 and a master's degree in Urban and Regional Planning from the University of Colorado at Denver in 1989.



Hardcastle moved to Las Vegas in 1990 to work for the Clark County Comprehensive Planning Department. He conducted population estimates and worked with census data during his service with the county.

wide variety of economic activity that makes up Nevada's market. The data is used nationally for such things as calculating Gross Domestic Product and productivity reports.

The 1997 data is available online at [www.Census.gov/epcd/www/econ97.html](http://www.Census.gov/epcd/www/econ97.html). The site also offers the complete set of reports for purchase on CD.

To contact Jeff Hardcastle, call him at (775) 784-6352 or send him an e-mail at [jhardcas@unr.edu](mailto:jhardcas@unr.edu).

## REGIONAL COORDINATION

# FRESH IDEAS SOUGHT DURING REGIONAL SUMMITS

Members of the Southern Nevada Regional Planning Coalition (SNRPC) hope to discover new solutions to growth-related issues during a series of special strategy sessions. Officials met for the first growth summit on March 24.

The consulting firm of Parametrix is assisting the SNRPC during the idea generation sessions. The Oregon-based firm brings extensive experience from working with other regional organizations, including Portland, on developing solution options. Parametrix representatives prepared for the summits by conducting surveys with elected officials and representatives from area agencies integral to the valley's growth.



Participants of the recent summit discussed high-growth areas of the valley and related land use options.

The invitation to participate in the summits extends to all elected officials from the entities represented on the SNRPC: the cities of Las Vegas, North Las Vegas, Henderson, and Boulder City, as well as Clark County and the Clark County School District.

At the first summit, the group focused on identifying future areas for growth and related land uses. The consultants presented maps and other interactive tools to assist attendees in determining "what-if" scenarios of various growth-related policy decisions.

Two other summits will take place in April to address the issues of air

quality, transportation, and water quality. The intent is to develop a list of possible actions to take regarding land and growth issues. In addition, these sessions will cover parks and open space. The SNRPC policy plan establishes the goal of developing standard definitions for various types of open space to facilitate planning. Ultimately, the SNRPC will establish a regional trails and open-space plan that complements the efforts of local jurisdictions.



City of Las Vegas Planning Director Bob Genzer confers during the summit with Councilman Michael Mack and Councilman Larry Brown as Rene Navis of Clark County looks on.

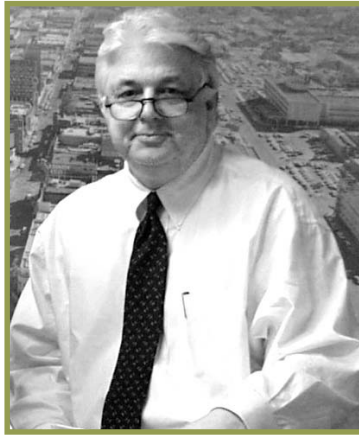
For more information, visit [www.snrpc.org](http://www.snrpc.org), or contact Senior Planner Sean Robertson at (702) 229-6886.



## **BOB STOLDAL EXPANDS ROLE SERVING CITY**

**T**he city of Las Vegas centennial celebration planners are gaining the expertise of Bob Stoldal, who is heading up a sub-committee focused on accurate references to local history. Stoldal, general manager of Las Vegas ONE, is also chairman of the Las Vegas Historic Preservation Commission.

Stoldal, a Las Vegas native, stays very involved in his personal interests of local history and historic preservation. He chairs the State Board of Museums and History, as well as the Las Vegas Historic Preservation Commission. He also serves on the board of the State Commission on Cultural Affairs, Great Basin National Park Foundation and the Las Vegas Springs Preserve Foundation. In addition, he supports several museums and historic site associations throughout Nevada.



*Bob Stoldal devotes much of his personal time to supporting historic preservation in Nevada.*

Stoldal's career in news media creates a striking contrast to his passion for Las Vegas history. Stoldal became interested in the news during elementary school. On Saturday mornings, his grandfather took him to see newsreels instead of cartoons at local movie theatres. This sparked such an interest that Stoldal started a neighborhood newspaper before he reached his teens. At Las Vegas High School, he wrote for the school newspaper, and later, he was editor of the University of Nevada, Las Vegas paper.

Stoldal's path to leadership of Las Vegas ONE, a 24-hour local news channel, began with sweeping floors in the pressroom of the Las Vegas Review Journal. The job included setting type for the headlines, and Stoldal soon moved on to KLAS radio as an announcer. He later became the radio station's news director, while covering sports and weather part time on Channel 13. In 1967, he joined Channel 8 as reporter and anchor and moved up to news director a few years later.

During the past decade, Landmark Communications, the parent company for KLAS-TV Channel 8, tapped Bob to expand a news operation in Nashville and to launch all-news stations in Virginia and Tennessee. He got the same opportunity locally to launch Las Vegas ONE in 1998.

In his current work on celebrations to mark the city's 100th anniversary, Stoldal is applying the same type of creativity and energy that has earned him numerous awards in his career. "We have some great treasures in Las Vegas," he pointed out. "My hope is that we make an impact on the community during our centennial to appreciate our unique historic sites."

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## *Las Vegas* **GROWTH WATCH**

Spring 2003

City of Las Vegas  
Planning and Development Department  
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Las Vegas, NV 89101

